
**PARTNERS FOR A NEW BEGINNING:
MEMBER ENGAGEMENT PROCESS**

TO: POTENTIAL PNB MEMBER
FROM: PNB SECRETARIAT
SUBJECT: MEMBER ENGAGEMENT PROCESS
DATE: FEBRUARY 25, 2011

I. Step One:

- a. The Aspen Institute PNB Secretariat, the State Department, or a PNB Steering Committee Member sends out the *Answering The President's Call* document. This is in order to outline the goals and expectations of PNB to potential partners, while guiding through the vision and helping them fill out the PNB Commitment Concept Form. The group that sends out these guidelines will maintain the relationship with the potential partner throughout the process and will be responsible for ensuring that the potential partner is shepherded through each of the subsequent steps.

II. Step Two:

- a. The potential private partner will submit the PNB Commitment Concept Form, which will be shared with the “engine” of PNB: representatives from the Albright Stonebridge Group, the Aspen Institute PNB Secretariat, the Coca-Cola Company, and the State Department. Decisions will be made about the viability of the project within the context of the other activities of PNB based upon the following criteria:
 - i. The size of the impact of the project relative to substantial commitments made by other PNB activities (e.g. the project must be of the scale and scope that is appropriate to the work of PNB)
 - ii. The value the proposed initiative will add to current and upcoming projects for PNB (e.g. the project is in the strategic interest of PNB due to upcoming events or activities of PNB Steering Committees, PLCs, and Partners)
 - iii. The significance of the potential project in terms of contributing to current geographical areas or supplementing current activities in the four PNB issue areas of focus (e.g. enhancing the ongoing work of the PLC in a particular country or contributing to greater economic empowerment in a country where economic empowerment initiatives are already underway)

- iv. The significance of the potential project in terms of contributing to new geographical areas or expanding impact among the four PNB issue areas of focus (e.g. contributing to economic empowerment in a new region, or contributing to economic empowerment in a country where most of the work has focused on educational exchange until that point)

III. Step Three:

- a. On a regularly scheduled call, the “engine” will discuss proposals and the responsible group (Aspen, State, or Steering Committee member) will provide written guidance to the potential partner about their proposal. The potential partner will either:
 - i. be given an affirmative response to their proposal immediately,
 - ii. their proposal will be rejected at that time and reviewed again in three months, or
 - iii. clear guidance will be given on the changes that are expected in order for the acceptance of their proposal to become a PNB Partner.

Given the outcome, the Aspen PNB Secretariat will work with potential partners to develop a communications plan for the launch of their partnership, the potential partner will be given feedback on their submission and have the opportunity to resubmit their proposal, or the potential partner will be informed that their proposal has been denied at that time based on failing to meet the established criteria.

IV. Future Steps:

- a. When approved, the Aspen PNB Secretariat and the US Department of State will routinely engage PNB partners on the status of their project, making connections when appropriate, and promoting the partner’s project developments and successes. Monthly newsletters will be distributed among the PNB network (PNB Steering Committee, PNB Engine, PNB members, and possibly the PNB Local Chapter leadership), which will include a section on featured members as well as a spotlight section on new project developments. In certain situations, the Secretariat may see fit to host an event surrounding a PNB member’s program or project, in which case Aspen will work with this organization to develop a program agenda, generate interest, and manage event logistics.